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# PRODUCT LAUNCHES

## ∴ Insurance

**Aditya Birla Wellness** has launched Multiply Wellness, India's first rewards program aimed to make Indians healthy. This digitally enabled health and wellness ecosystem offers multiple benefits from day 1 on leading lifestyle brands to incentivise and reward customer's efforts towards a healthy lifestyle.

**The offerings include workout anytime, anywhere at 1000+ leading gyms, annual health and fitness checkups, wellness coaching and rewards for staying healthy.**